

## GENERAL RULES FOR ADVERTISEMENT

1. The charges for advertisement are always payable in advance except in case of approved accounts when bills are rendered monthly and are to be paid on receipt of invoice.

2. The management does not hold itself responsible for any damage done to blocks while in transit or on the machine.

3. Matter for advertisement should reach the office on monday of every week or before 25th. of each month for monthly advertising. Proofs cannot be submitted for approval.

4. If some reason, a date of publication is being changed, no reduction will be made therefore.

5. The management reserves the right to refuse the publication of any advertisement without stating reasons.

### MECHANICAL DATA

<i>Language</i>	...	...	...	Tibetan.
<i>Over all size</i>	...	...	...	6½"X8½"
<i>Size of printed page</i>	...	...	...	7"X6"
<i>Columns to a page</i>	...	...	...	2
<i>Width of a column</i>	....	...	...	3"
<i>Depth of a column</i>	...	...	...	7"
<i>Average no. of page per issue</i>				16
<i>The letter for advertisement are used</i>				22pt.

*Kinds of paper* News-reel, for especial cases art paper is also being used.

*Materials:*— Blocks, 75 Screens. For art paper 100-120 Scree. Coloured advertisement can be accepted but the charge will be more according to the kinds of work. Blocks can be made in Tibetan design and in Tibetan language on parties account.

*Revised Rates of Advertisement for weekly Tibet Mirror.  
from September 1954.*

Months or Issues.	Full Page. 7" x 6"	Half Page. 7" x 3"	$\frac{1}{4}$ Page. 3" x 3 $\frac{1}{2}$ "
12        "	Rs. 1600/-	Rs. 810/-	Rs. 410/-
6        "	" 840/-	" 425/-	" 210/-
3        "	" 430/-	" 220/-	" 115/-
1        "	" 150/-	" 75/-	" 40/-
One Issue only	" 50/-	" 40/-	" 25/-

**SPECIAL POSITIONS.**

50% EXTRA ON 1ST. PAGE

25% Extra will be Charge for any particular position.

NOTE:—Since 1st September 1954 the Monthly Mirror is Changed to weekly.

# SUBSCRIPTION RATES



*Including postage, Inland—Foreign.*

ANNUALLY	20/-	25/-
HALF YEARLY	11/-	14/-
QUARTERLY	6/-	8/-
SINGLE COPY	-/8/-	

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*If* you send your advertisements in English or Hindi, we shall translate into Tibetan on reasonable payment.



*Proprietor:*

*G. Tharchin*

*Tibet Mirror Press*

KALIMPONG. P. O.

*(Dist. Darjeeling, West. Bengal.)*

Telegram:  
"TIBETMIROR"

P. O. KALIMPONG.

Telephone:  
KALIMPONG---

# "YULCHOG SOSOI SARGYUR MELONG"

*The Weekly Tibet Mirror.*

ESTABLISHED IN 1925.



Do you wish to push your business  
in Tibet?

If so, why don't you advertise in the  
*"Yulchog Sosoi Sargyur Melong"*?

This is the only Tibetan News paper published in India, it is read by all the high Lamas, Officials, and leading traders, in

TIBET, SIKKIM, BHUTAN, DARJEELING,  
NORTH-EAST ASSAM, KASHMIR LADAKH, ALMORA,  
KULU HIMACHAL PRADESH, GHARWAL. & NEPAL

It is a unique opportunity for you to advertise in this paper which is the only Paper read by all Tibetans and Bhutias who are settled at the borders between India and Tibet.

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*This* paper is patronized by H. H. the  
Dalai Lamas and high Officials in Tibet and India.

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